

Men's Department

(Continued From Page One)

former has an abnormal figure the made to measure pattern hand tailoring are to be had. An experienced man in taking measurements is on hand at all times and a fit is guaranteed.

Hats

The line of hats was never more complete. There is to be seen the well known John B's as well as the Berr made by the Sterling company. Moreover the line of straws is nobly and all of them bear the nationally known brand of Hopkins. These flexible straws, Panamas, Porto Ricans, or the fifty silks or Palm Beach lids offer class and variety enough to satisfy any taste.

Trousers

Tropical weights, scores of patterns, the nifty late styles are all being shown, especially featuring Palm Beach Trousers for the spring and summer dresser.

In the working clothes also come the nationally advertised overalls, and jumpers made by the Headlight company.

Shirts

The Arrow brand Shirts and Collars made by the Cluett-Fabbody company stands for the best in Shirts. The golf, negligee, silk and madras patterns are being shown in profusion.

The Junior City shirt is another brand that is meeting with splendid success. This reasons showing especially attractive in negligees with soft collars to match.

Underwear

Underwear within the past few years has made wonderful advancement. The leading brands have forged to the front and competitors have been forgotten. Whenever you buy such well known makes as Boxford, B. V. D.'s or the Otis brand you are assured that you can do no better. The light weights are now on display.

Hosiery

You read about Phoenix, Holeproof and Riffel brands of hosiery in the leading magazines. They are known throughout the United States. The styles are varied the patterns are worth while. We are sole agents for these lines.

Neckwear

Speaking of neckwear the really big manufacturer of the splendid silk lines is known throughout the world. Kaisers stands for the best in silk. In the wash ties Horn is preeminent, these two leading lines purchased direct from the manufacturer offer reductions in prices that are sure to please. We are sole selling agents in Mesa.

Gloves

The Hansen work gloves are reliable. They wear like iron and are dependable reasonable in price too. Den's dress gloves are typical of the best in their line. The Toggery is sole agent for these makes.

Handkerchiefs

By direct importation from Belfast the very best grade of linen is assured. The silks are imported from China and Japan. The lines are unexcelled and prices cannot be made lower nor better goods carried.

Night Clothes

The nationally advertised line of night clothes, the Otis, is carried in stock and is highly recommended. Sold in Mesa by The Toggery only.

Belts and Suspenders

The Malagood line of suspenders and belts is the best that can be had. The suspenders are made expressly for The Toggery and are shipped direct from the factory. On account of the conditions of the local climate it is essential that all elastic goods be fresh at all times. The dealer who buys from a jobber cannot keep on hand a fresh stock. That is why we buy direct from the manufacturer.

Supporters

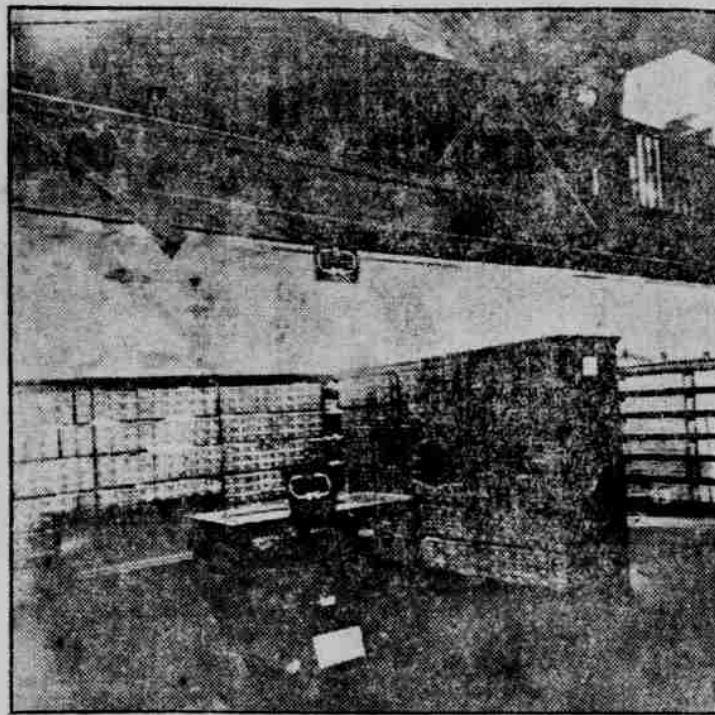
The Boston Kutter is a guarantee of its merit. You see them advertised everywhere. They are bought direct from the factory and they are always kept fresh so that the stock is always good. We carry all styles, especially featuring just now the "neverblind", so popular for hot weather wear.

Trunks, Suit Cases and Travelling Bags

The Likely line of travelers' luggage is a standard make. Wherever you go you will see the traveling public who care to go well equipped owning the Likely luggage. They are dependable. If you contemplate making a trip look over the Likely line before purchasing. Carried only by The Toggery on south side.

Accessories

There are a thousand and one little things such as scarf pins, cuff buttons, collar buttons, tie holders, watch chains that are used by men. The Vogel line is carried by The Toggery which is an evidence of their work. Moreover there are umbrellas, walking sticks, etc. Depend upon it that everything carried is standard in its line and the same guarantee of good service goes with every article.



A Section of the Shoe Department Engraving by Phoenix Engraving Co.

Women's Department

It was not long after The Toggery had achieved such signal success in men's wear that the women's department was added. Since the installation of dry goods, notions, ready-to-wear garments for women, along the same lines that made the men's department such a success, the improvement has been marked. The women's side of the establishment is now one of the greatest features of the store. Customers come for miles in order to be able to set the very latest in styles and to take advantage of the reasonable prices that invariably prevail. It was a lucky day for The Toggery when the women's department was added, for it meant the employment of R. C. Reynolds as head of the dry goods section. Mr. Reynolds is keenly alive to the needs of the trade. He is accommodating in every sense of the word and to his friends who have become regular patrons of the store is a valuable asset. He was raised in a dry goods store and his fund of information relative to the array of weaves and fabrics is always at the disposal of his customers. Moreover he is proud of the elegant line of goods carried by The Toggery and is always pleased to show the lines.

The silk goods department is especially meritorious. Prominence is given to the much wanted novelties in Taffetas, Failles, Gros de Londres, Messalines and the crepe family. Many exclusive patterns are to be seen in fancy weaves. The well known Columbine Silks are winning friends daily and give promise of becoming a leader.

A great deal of attention has been given to the White Goods and Linen department. The line was never more complete in clothes adapted for costumes and waistlines while the new style skirt requires more material in the medium and heavier weight fabrics such as Gabardines, Palm Beach Cloths, Piques and Ratines.

Corsets

There is no better corset made than the Royal Worcester. It is nationally advertised, and is one of the oldest makes of corsets in the world. The three leading lines carried are the Royal Worcester, Bon Ton and Adjusto. An experienced corsetiere is always ready to make the proper fittings and adjustments along lines decreed by the latest fashions. The stock of corsets comes direct from the manufacturer and all elastic is guaranteed fresh, which is an important item when compared with the ordinary dealer, who is content to get his goods from the jobber, who has probably held his goods in stock for six or eight months.

Hosiery

The same standard brands in hosiery are to be found as in other departments. The celebrated Phoenix and Riffel brands offer a variety and assortment equal to any stock carried in the state. At this time it should be noted that the well known brand of Endurance, is carried for children. The important feature of the Endurance brand is their wearing qualities, the toes and heels and knees having been reinforced.

Ladies' Neckwear

At fifty cents we are showing a special line of guimpe and vestees, soft roll and the new flare collars, as well as the black, stitched with white or gold net and lace trimmed effect, some of wash silk and hand embroidered, others trimmed with velvet ribbon and black buttons.

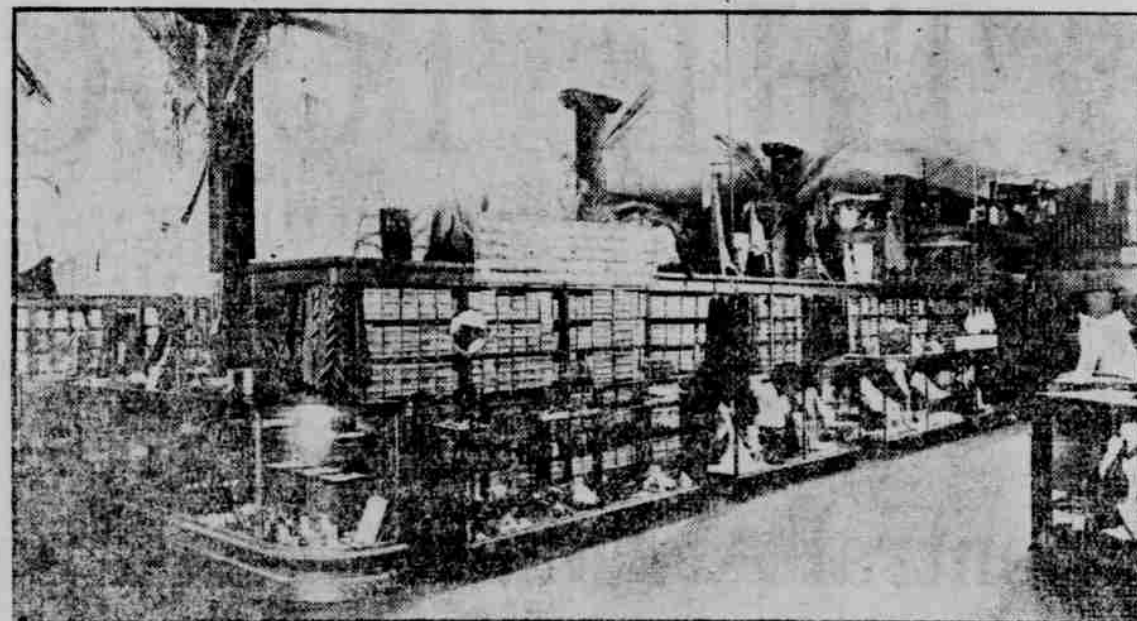
Underwear

Great strides have been made in the manufacture of underwear within the past few years. This is especially true of the Royal Mills line carried by The Toggery. The direct-from-manufacturer-to-retailer is a feature worth considering. The garments are guaranteed full size and

department store. Express shipments which a few years ago were unheard of are now the rule. Now in order to maintain a standard for lateness and up to the minute styles and creations the telegraph and express become a necessity. It was with the idea of making the department par excellence, that the services of Miss Daisy Rainbolt, expert trimmer and designer were secured. Miss Rainbolt has now been with the establishment for several seasons and she has so become a fixture with the store that she is consulted by her hundreds of friends on the latest things that are worn by women. She is admirably qualified to execute the designs and to mold into form the ideas along lines decreed by fashion as correct. The fact that she has become a counselor in smart styles has made of her department a very popular place for women. Her experience in millinery and designing has been varied and this fact coupled with her natural ability and perspective has enabled her to stand near the top in her line. However, Miss Rainbolt is assisted materially by the management who see to it that she is provided with the very latest ideas and the newest things in women's wear.

Ready to Wear

It is practically an impossibility to enter into a detailed description of the elegant party gowns, evening dresses and reception costumes. Every one is a model to itself and one who essays to describe the intricate mazes of weaves, fabrics and colors finds the effort too great. They are no two gowns along such similar lines that they can be described as typical. Each garment is a design unto itself. However, it might be said in passing that drape fashion has decreed that light, soft airy fabrics shall be in vogue this season and the smart looking black figures and stripes



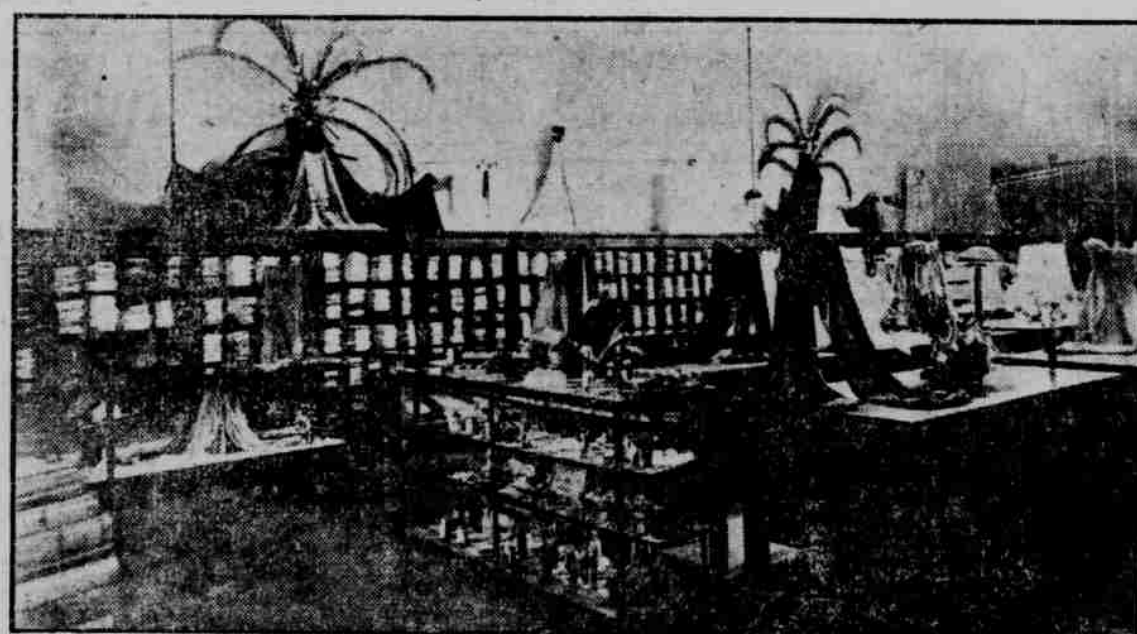
A Section of the Men's Furnishing Department Engraving by Phoenix Engraving Co.

Handkerchiefs

By extensively importing from Belfast, Ireland, the very best grades of linen handkerchiefs are secured. Take such advertised brands as the Fairfax and the Bellagaban and one cannot go wrong. They have a record covering years of manufacture. The prices are very reasonable, too.

Ribbons

The ribbon fashions for this season are based upon the period from 1830 to 1870. While narrow ribbons are wanted at present yet it will not be long until the wider widths will be wanted. The popular colors such as, sand, Copenhagen, Battleship Gray, Cherry, Soldier, Blue and Putty are much in evidence.



A Section of the Dry Goods Department Engraving by Phoenix Engraving Co.

Laces and Embroideries

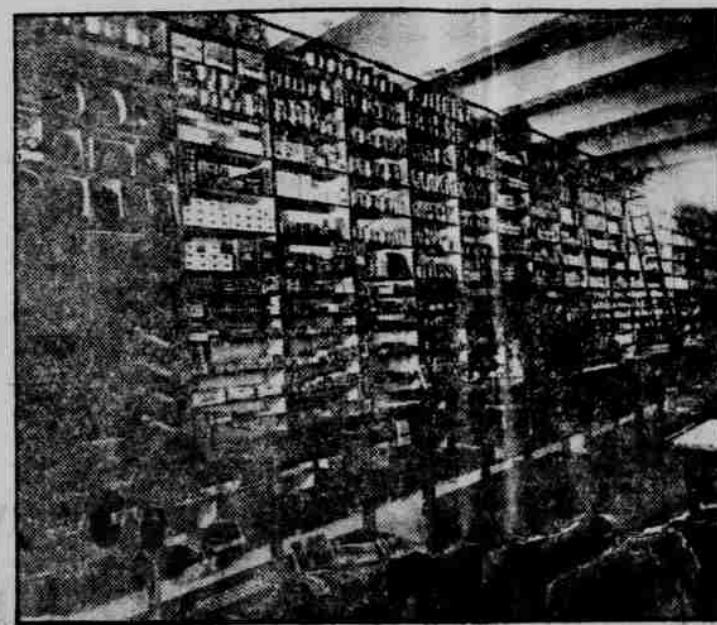
This is a line that has been given special attention and even though the unsettled conditions have raised prices somewhat on the imported varieties the prices are yet reasonable.

Accessories

It would be impossible to list the hundreds of accessories needed in every household that is carried in the women's and notions department. Suffice to say that The Toggery always has carried a complete and full assortment of the best in the market.

Millinery and Ready to Wear Department

What has often been called one of the strongest departments of The Toggery is its millinery and ready-to-wear departments. It is true that no expense has been spared to make it a distinct feature of the establishment and for the past few years it has been an acknowledged fact that no later creations in style could be obtained anywhere than at the Mesa



The Shelf Hardware Section in the Hardware Department Engraving by Phoenix Engraving Co.

Shoe Department

From the very beginning of The Toggery ten years ago the strongest department has been that of shoes. At the outset it was determined to select a few dependable lines, lines that had been tried and were found to be dependable. The result has been more far reaching than was ever expected. The shoe department alone has done much toward spreading the name and fame of The Toggery throughout the valley. When the woman's department was added

Women's Shoes

It is universally known that women are giving more and more attention each year to the dressing of their feet. It has come to be a truism that a woman no matter how expensively may be her dress, is not really dressed unless she has looked carefully after her footwear. There is no half-way point shoes must be in style and they must fit the feet and stand up well. It was to meet this increased demand for better shoes that the celebrated Pingree line was introduced into the Toggery shoe department. It was a splendid idea and it has made more friends for the shoe department than any other one thing. Moreover, there are the Selby lines, built along somewhat sturdier lines, but nevertheless, a dependable shoe, always right and always priced at a figure that means the saving of dollars and cents.

Then there is the Daniel Green line of Comfy shoes which are recognized as the leaders of their kind in America. They are in reality as their name signifies—comfortable shoes.

Children's Shoes

One of the problems which confronts a good many homes is the expense incurred in purchasing children's shoes. The little folks give little thought to the care their exercise and as a result unless they are provided with strong, dependable footwear they are soon called to have more shoes. One of the greatest insurance companies against children wearing out their shoes is the security line of school shoes. They are built with the idea in mind of just what they will have to withstand and from the beginning they have been a fitted success. When you have fitted your child out with Security school shoes you may rest assured that nothing stronger is made. The prices are also reasonable which is an item that should be taken into consideration.

Shoe Accessories

With the approach of summer comes the foot ailments in more pronounced form. The Toggery is the sole agent for the Wizard Foot Appliances, Arch supporters, etc., are kept in stock as well as the well known foot easer. The Whitmore line of polishes are also kept in stock at all times. Every needed thing in the conducting of an up-to-date shoe emporium is to be had.

Window Decorations

The Window trimming department of The Toggery is a feature. The enlarged establishment has more window room on the ground floor than any concern in the state. There are fifteen extraordinarily large plate glass windows in which daily exhibits of the goods on sale are displayed. For this important work The Toggery sought far and near to secure the services of a man who could fill the requirements and finally very fortunately secured R. R. Hardin who came directly to Mesa from the Marshall Field establishment in Chicago. Mr. Hardin is not only a window trimmer but he is a designer of no mean ability. His original ideas are well executed and no little amount of the success of the store is due to his creative ability in making the effectiveness of the styles for sale within the store, more realistic. He brought with him to this place the very latest ideas in window trimming and interior decorations and those ideas have been inculcated into his work with telling effect.

Shoes For Men

It would be hard to find a more fitting example in what is known in nationally advertised goods than in the name of Walkover. Every schoolboy as soon as the name is mentioned knows that it is a shoe for men and he knows that it is a dependable shoe. It must be made good or else the results of the years of advertising have been lost. Not only are the Walkovers carried in a splendid assortment, but there is the Flossheim, another well known brand from coast to coast. And, right now the new spring styles have arrived and the very latest lasts are on display.

Furniture Department

The furniture department is one of the recent innovations for The Toggery but it is in no wise the least important. It was the first branching out in the direction of a real department store. It was the deviation from the regular dry goods establishment which has made the name of The Toggery a household word throughout the valley. It is a great task to enumerate the many items or to dwell upon the meritorious articles included under the heading of furniture found in the establishment. However, since this is an opportune time the Belding Hall refrigerators are deserving of merit. The sanitary construction in which there is not a seam in which germs may become lodged is a feature alone appealing. The prices are low and the refrigerators are bound to go like the proverbially hot cakes. There is the nationally advertised Warner Go Carts. Iron, brass, Vernis Martin and enameled beds. The "Never-spread" mattress is a revelation. One fourth of a life time is spent in bed making it doubly important to consider long before buying an ordinary mattress when a good one can be had at such a reasonable price. In the furniture line proper there is an elaborate array of bed room and parlor sets in mahogany, Cirsianus walnut and birch maple priced right down to the limit. There is an extraordinary large line of dining room tables in all the wanted styles and finishes. Then there are the cedar chests, princess dressers, writing and library tables, roll top desks and a score of single pieces which appeal to the prospective home builder or home furnisher.

Floor Covering Department

Never was such an array of rugs, ranging from the Wilhons to the Axminsters, Brussels and Tapestries. Beautiful designs and splendidly priced. The linoleum department is especially well stocked while the celebrated conglomex is carried and highly recommended. The matting section is well stocked and the prices are a feature in reasonableness.

Porch Furniture

On account of the inclination of many residents of the valley to make use of their outside rooms special attention has been given to porch furniture. Better prices were never secured in buying and the benefit of the low prices is to be given the customers. Porch Swings, Hammocks, Rockers, Settees in the wanted natural woods are here in varied assortment.

Hardware Department

When the announcement was heralded broadcast a few weeks ago that The Toggery had installed a hardware department there was a substantial increase in the business of the other departments as a result. Strange as it may seem there is a general inclination to buy every thing at one place and when the first prices were quoted there were many comparisons and The Toggery gained a permanent and substantial ground by that comparison. The Keen Kutter line carried placed the stamp of reliability upon the stock and made many friends from the start for the concern.

This account would be incomplete if no mention should be made of the efficient manager H. H. Williams who is in charge. Mr. Williams came to Mesa direct from Kansas City where he grew up in a furniture and hardware store. He has had experience not only in the retailing of these two great staples but in the wholesaling as well. He has been with The Toggery but a few months but every day he is demonstrating his ability Mr. Williams takes a great deal of pride in the store and is alive to the wants of the people.

The Keen Kutter line is carried in full assortment as well as the celebrated Delft sawedware. This was a mixed blue and white outside and white inside. It is upon a steel base and a guaranteed article. The aluminum ware section is equally as complete and is backed by the Weaver line.

Sporting Goods

The sporting goods department is a feature. In it are baseball goods, guns and ammunition.

Paints and Varnishes

A volume could be written upon the merits of the Sun Proof paints and varnishes. They are especially suited to this climate.

There is a complete line of Chinaware, Rayo, lamps, Air-o-lite pressure lamps, saucepans, etc. Rustproof cookers and many scores of other useful articles. The great and important feature however predominating is the absolute dependability of the lines carried and the reasonable prices that prevail throughout the department.



A Section of the Furniture Department Engraving by Phoenix Engraving Co.



A Section of the Millinery and Ready to Wear Department Mezzanine Floor Engraving by Phoenix Engraving Co.